

OPENING CAMPAIGN - LAVA FITNESS

11 Jan 2018



OBJECTIVE

Opening both exit 5 and exit 15 branches.

Awareness that **Exit 15** is the biggest fitness center for ladies.

Establish and maintain brand emotional link between brand and Consumers.

Lead the market and make the brand more preferable by consumers.

AM A LUXURY

A row of seven lit incense burners, likely made of ceramic or stone, is shown against a dark background. Each burner is filled with a substance that is being heated, causing a plume of white smoke to rise from the top. The burners vary in shape and size, and the smoke is captured in a way that suggests movement and a sense of atmosphere. The lighting is soft, highlighting the texture of the smoke and the edges of the burners.

Conveying this message to our targeted consumers utilizing the unconscious engagement

By creating a journey that makes our invitees taste the expression of being lighted

THE JOURNEY


1. 4 Limousin VIP cars will drive the invitees from their homes to the place (luxury activities will applied at the car)
2. Once arrived they will enter through the luxury gate
3. Interacting with your status promoters at the main gate
4. At the reception area our team will welcome them along with a musical band will entertain them till the event start
5. Launching the video
6. Closing the event and handle the gifts to them

AGENDA

Activity	Time
Transportation	from 7:30 till 8:30
Arriving+photobooth	8:30 to 9:00
Event Start	9:05
Cake cutting	9:10
Reward announcement	9:30
Dinner	9:45
Closing	10:30

EVENT BREAKDOWN

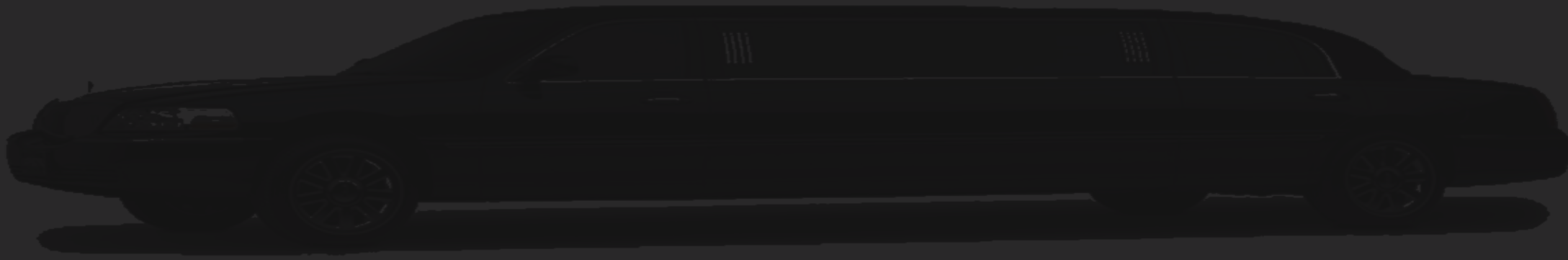
Where	Activity	#
Invitation		2 Limousine car + 50 3D invitation + 2 cappuccino
Outdoor	Lighting	20 piller + 15 city color to light up the tower
	Luxury car	2 from the hotel
	Status promoter	one person at gate
	Announcement	Show on the roof or Mapping for one side
Indoor	Lighting	40 LED wash, 2 GOBO
	Photo booth	with printed LOGO
	Status promoter	one in the middel
	Light music	one band of three
	Wall of fame	6 acrylic boxs
	Interactive	On the stairs two projection
	Announcement	3 by 6 LED screen for mapping or inside Show
	Show	Band show while taking dinner

A 3D paper cutout of a person sitting at a piano in a room with a window. The cutout is white and stands on a white base. To the left is a dark envelope with the text "Musical EL ZAPATERO COMPADROSO" printed on it. The entire scene is set against a dark background.

Musical
EL ZAPATERO
COMPADROSO

INVITATION

Once we selected the celebrities we will send them an creative invitation and then we will contact to confirm the picking up time to let them feel that they are a VIP guest



TRANSPORTATION

- 4 limousine cars will pick up the social media celebrities
- Once they get in we will serve them with our printed picture cafe cup



ON THE BUILDING

At the entrance to grab attention and wash the building with its brand color



OUTDOOR LIGHT



LUXURY CAR

Two luxurious cars on the main car entrance so the guest will pass through it



ARRAIVING

Once the guest arrived and pass the outside area two status promoters will stand still at the main gate and move once they walk near to them



PHOTO BOOTH

Attendees once get into the place they will be asked to take a picture of them and print it in a theme with sticking it on a frame wall



GOBO & INDOOR LIGHTING

Light which show the logo of the brand at any surface
Can be used indoor and outdoor



WELCOMING PERFORMANCE

Light musical band or JAZ who will be playing all the day in order for attendees enjoy the atmosphere



INTERACTIVE FLOOR

At the left and right stairs they will pass by our interactive carpets which will show some important messages for the brand



TUNNEL

The History tunnel which show the 5 years of the hotel achievements ending up with our welcoming team

**LAVA FITNESS
VIDEO
ANNOUNCEMENT**



ANNOUNCEMENT

The 6 by 3 LED screen will play on and live video will start of the camera which is shooting the outside mapping or show



On the roof of the building our fire show dancer will perform and try to make reward shap

**SHOW INSIDE
AND OUTSIDE**

CLOSING



Small bits dinner corner



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